

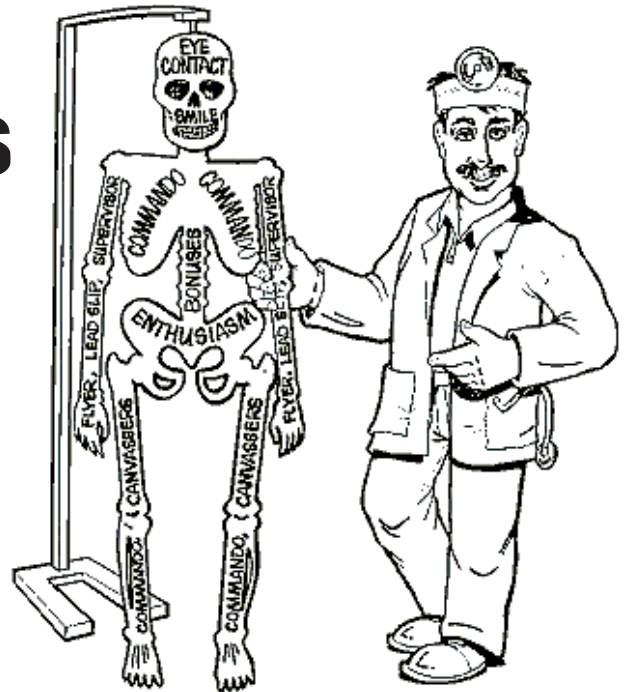


CREATE MORE LEADS  
FOR YOUR BUSINESS...  
AND SPEND LESS MONEY!

# The Door-to-Door Canvassing Workshop

This 150-page manual and 2-hour instructional DVD comprise...  
**The Most Comprehensive Canvassing Program Ever!**

**REGARDLESS  
OF YOUR BUSINESS  
UTILIZE THE MOST  
COST-EFFICIENT  
AND  
PRODUCTIVE  
MARKETING METHOD  
AVAILABLE TODAY!**



Read the following letter and see how your company can...

**SPEND LESS MONEY and GET MORE LEADS!**



Hello,

My name is Tony Ingrassia, and although we may have never met, I still know a lot about you! I know:



- You are interested in making more money!
- For you to make more money, you need to generate more leads and prospects for your business!
- You are currently spending lots of money on advertising with disappointing results, and you are not getting as many leads as you would like!
- If you could find an idea that would help you get more leads for your business by spending less money, you would be interested!
- You've already heard about the concept of door-to-door canvassing, and you've probably thought about trying it, but maybe you haven't tried it because you're not quite sure exactly what to do or how to do it.
- You are the kind of person who understands that information can be very powerful, and you are open to learning new ideas and concepts that can help you achieve a higher level of success.

If my suspicions about you are correct, and you are interested in generating more leads for your business by spending **less money**, let me share a little more about myself with you, and how I believe I might be able to help you.

## **Who Is Tony Ingrassia?**

It is not my intention to bore you with too many details about my life, and it certainly is not my intention to brag about how much money I made through my business. I do, however, feel I should give you a glimpse into my business success, which could support why you might consider my Door-to-Door Canvassing Workshop. Why should you consider looking at my workshop unless I can prove its effectiveness to you? That's my very point – my personal business success, as reflected in the following snapshot – **was literally built on the backbone of door-to-door canvassing!**

- I am a businessman who has been in the remodeling/home improvement business for over 20 years.
- I started my own company in 1987, literally in the back bedroom of my home from “zero”.
- The first year I was in business my company sold over 1-million dollars in business.
- After owning my company for less than 9 years and 6 months, I sold it in October 1996.
- The last year I owned my company we sold just over 5-million dollars in business.
- The company that purchased my business was a 25-million dollar company.
- My company achieved a significant level of growth and success as the direct result of door-to-door canvassing!

**WE GENERATED  
OVER 50%  
OF OUR SALES  
EVERY YEAR FROM  
CANVASS LEADS!**

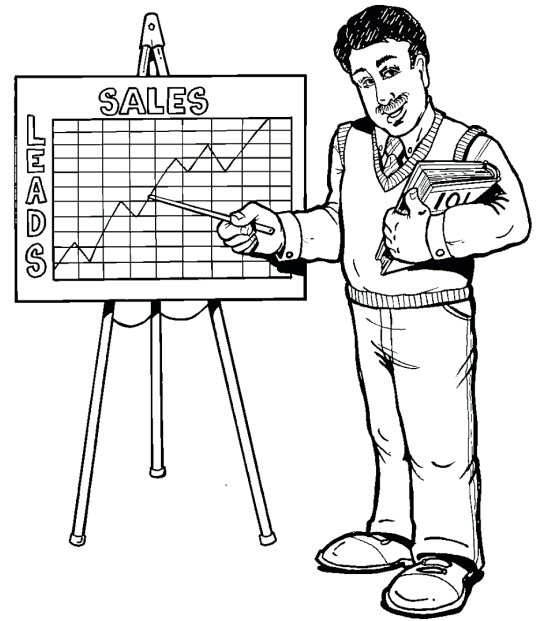
All I really have to share with others is what worked for me, and I'm telling you I built my 5-million dollar remodeling business using door-to-door canvassing as my primary marketing technique. I'm totally convinced, regardless of what business you are in, that you will find a better response and more leads through door-to-door canvassing than you ever thought possible! You can generate **more leads** for **less money**, and you can continue to grow your business, just like I grew mine. Let me tell you more.

# Leads

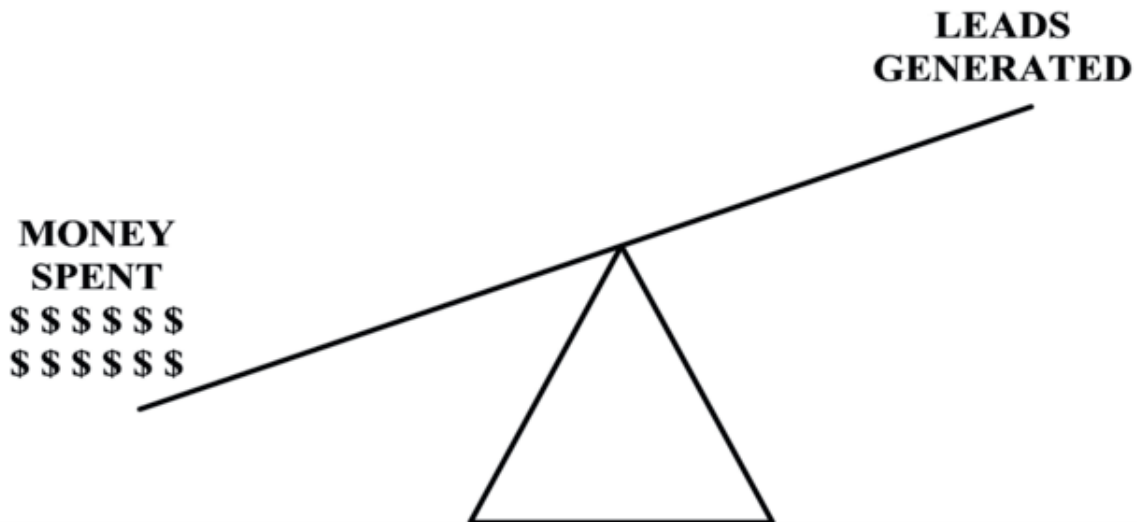
You don't have to be in business long to realize that your ability to generate a continuous flow of quality leads will have a dramatic impact on the growth and success of your company.

**TO MAKE MONEY, YOU NEED SALES...AND TO MAKE SALES, YOU NEED LEADS!**

Throughout the course of my business experience, I tried all kinds of different marketing techniques to generate leads. I tried television, radio, and highway billboards.



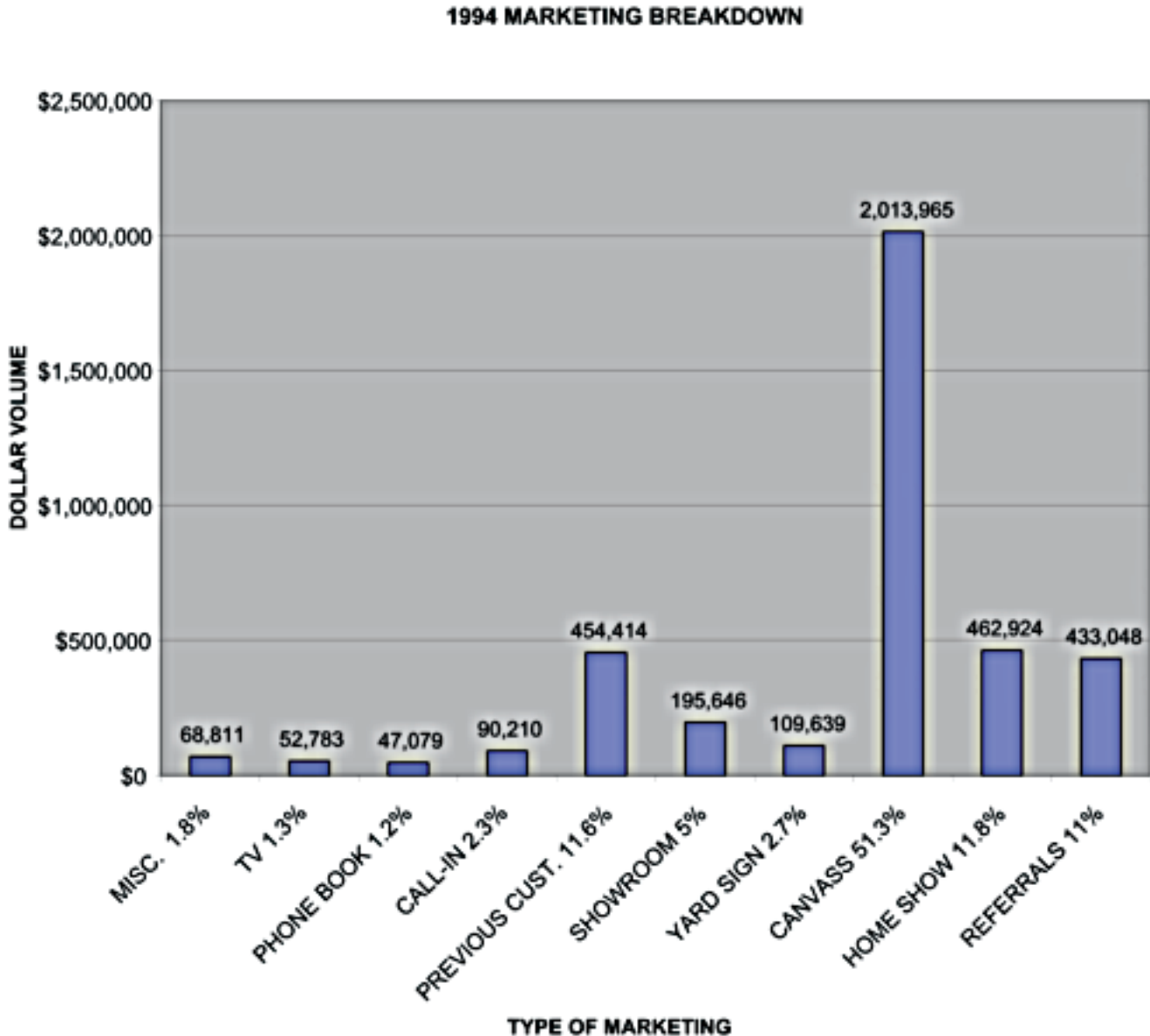
I tried all kinds of print media, including The Yellow Pages, newspaper ads, The T.V. Guide, and direct mail. I also used home shows, telemarketing, and showrooms...all in my attempt to generate more leads. While each of these methods proved mildly successful, more often than not I was sadly disappointed in their returns based on the amount of effort and money I had invested. I quickly learned that advertising often required a maximum investment with a minimal return, and the following illustration represented my overall marketing efforts without door-to-door canvassing:



It seemed that the money I was spending on these various marketing efforts significantly outweighed their results, which continuously disappointed and frustrated me. I knew I wanted my company to be more profitable, and to be more profitable I needed to increase sales. To increase sales, I had to generate more leads; but it seemed like no matter what technique I used, I could not overcome my marketing challenge.

# Door-To-Door Canvassing

At the same time I was experimenting with marketing techniques, I was developing one method I had discovered that proved to be **incomparably more effective** than all those other methods combined: **door-to-door canvassing!** Not only did canvassing prove to be **less expensive** than the other methods, but it was also **more productive**. Thus, it became the very backbone of my marketing efforts, and as I refined its effectiveness over the years through an endless system of trial and error, it accounted for over **50% of my company's annual sales!** Consider the following chart, which represents the 1994 marketing breakdown of my company.



In 1994, my company sold just under 4-million dollars in business. Notice from the chart above that 51.3% of our total sales in 1994 – over half of our total business sold that year – came from door-to-door canvassing! In that year alone we generated over 2-million dollars in sales as the direct result of door-to-door canvassing.

## Less Money/More Leads

You can easily see from the previous chart why I believe in door-to-door canvassing. It is definitely the most effective, cost-productive, and efficient way to generate leads in the remodeling business, and I'm convinced it will work just as well for any business that needs to generate a consistent flow of qualified leads and prospects. Year after year, canvassing generated over half of my company's sales, and it became the marketing foundation upon which I built my company's success. I would have been happy as a business owner if I could have spent the same amount of money on marketing and generated more leads, but canvassing allowed me to spend **less money** than ever before and generate **more leads!** I quickly learned that no other marketing technique held a candle to the results I consistently achieved from door-to-door canvassing. In canvassing, I found a method that allowed me to get more bang for my marketing dollar, as indicated in the following illustration.

**MONEY  
SPENT  
\$ \$ \$ \$ \$**

**LEADS  
GENERATED**



## An \$1,800.00 Lesson

I offer the following example of the very point I'm making above: once, I spent \$1,800.00 on a newspaper ad that ran for 3 weeks. As a result of that ad, my company received a grand total of only two phone calls! (This was consistent with the results I typically got from the marketing techniques I've already discussed...invest lots of money and get very little results.) Because of such disappointing results, I eventually compared every marketing opportunity against the "plumb line" of canvassing.

For example, I knew I would have achieved far greater results if I had invested that same \$1,800.00 in my canvass program instead of that newspaper ad. Even if I was paying my canvassers \$10.00 per hour, I would have gotten somewhere between 30 to 60 leads for the same \$1,800.00 investment! This is based on the fact that canvassers get about one lead for every 3 hours they knock on doors, which means they would get 60 leads for 180 hours worked. The following illustrates this.

## Newspaper ad

\$1,800.00 invested = 2 leads

## Canvassing

\$1,800.00 invested ÷ \$10.00 per hour = 180 canvassing man-hours

180 canvassing man-hours ÷ one lead every 3 hours of work = 60 leads

180 canvassing man-hours ÷ one lead every 6 hours of work = 30 leads

Instead of one lead per 3 hours worked, let's assume the canvassers do exceptionally bad and as a result they only get one lead for every 6 hours worked. Even then, they would still get 30 leads in 180 man-hours, which is **1500% better** than the two leads I got from the newspaper ad. Thus, if you begin investing your marketing dollars in an effective canvassing program, you will be amazed at how many more qualified prospects will result. **You will spend less money and get more leads!**

- If you're going to spend \$400.00 on a newspaper ad, spend that same \$400.00 on canvassing and you will get more leads!
- If you're going to spend \$6,000.00 this year on a Yellow Pages ad, spend that same \$6,000.00 on canvassing and you will get more leads!
- If you're going to spend \$1,200.00 this month on a billboard, spend that same \$1,200.00 on canvassing and you will get more leads!
- If you're going to spend \$1,500.00 on direct mail this month, spend that same \$1,500.00 on canvassing and you will get more leads!

## Why Canvassing Works

Realize that when I talk about canvassing, I am not talking about simply hanging flyers on doors. Flyers do not get leads – people get leads. Canvassing actually entails knocking on doors and talking with people. This is what I call grass roots, people-to-people, nose-to-nose, and toes-to-toes marketing! In a nutshell, **canvassing works because it puts your marketing message inside a living, breathing human being!**

- If you put your marketing message in a newspaper ad, the prospect can turn the page.
- If you put your marketing message on T.V., the prospect can change the channel.
- If you put your marketing message on the radio, the prospect can turn it off.
- If you put your marketing message on a billboard, the prospect can drive by and not even look.
- If you put your marketing message in The Yellow Pages, the prospect can call one of the dozens of ads surrounding yours.



**But what would happen if you could put your marketing message inside a living, breathing human being? Now you are confronting the prospect person-to-person – nose-to-nose and toes-to-toes – and while he can still ultimately say he is not interested, I promise you will have a far greater rate of success through this person-to-person contact than virtually any other technique!**

## **The “Referral” Replicated**

It didn't take me long to learn that the very best lead I could get in my business was a referral. A referral is powerful because it is a person telling another person. It's one human being giving another human being a personal recommendation, and it's simply the best lead there is. I believe this is part of the reason canvassing is such a powerful and effective marketing technique. Canvassing replicates a referral because a canvasser uses the power of spoken words, in person, while maintaining eye contact, to communicate your company message. This personal approach is so much more effective than ink on printed pages, a voice over radio waves, or any other advertising medium could ever be. **It's awesome! It's powerful! It works!**

## **Canvassing ABC's**

I do not claim to be a canvassing expert. I do not know everything there is to know about canvassing, and I like to think that I am continuing to learn and grow each day. But the fact remains that I built a 5-million dollar company on the foundation of door-to-door canvassing. Ultimately all I have to share with others is what worked for me, and that's exactly what I do in my canvassing workshop. I will share with you everything I have learned about canvassing over 20 years.

You'll find that my material does not consist of theories that were created in the classroom and then taken into the field and tested. Rather, it is the result of blood, sweat, and tears. My material was literally hammered out on the anvil of daily experience, and you can have at your fingertips the techniques and strategies that took me 20 years to learn. There is no reason for you to try to re-create the wheel. If you could get your hands on this canvassing workshop, it would literally propel you years forward on your learning curve, and I believe it can help you take your business to a higher level of success. You'll find this material offers practical, nuts-and-bolts information that you can easily follow and begin to implement in your own business, at your own pace. Among many other things, I will share with you...



- Why canvassing works.
- Who the best canvassers are.
- How to hire and train canvassers.
- How to set up canvass teams.
- How to set up a Canvass Division.
- The three key positions in an effective Canvass Division
- The job descriptions and policies for each canvass position.
- How much and how to pay your canvassers.
- The 5-point presentation to deliver at the doorstep in 30 seconds or less.
- The 6 canvass basics.
- Key canvassing tips.
- A sample lead slip and how to fill it out.
- The fine art of “Commando” canvassing.
- How to use flyers and promotions to create immediate response.
- How to track the productivity of each canvasser for maximum results.
- And much, much more!



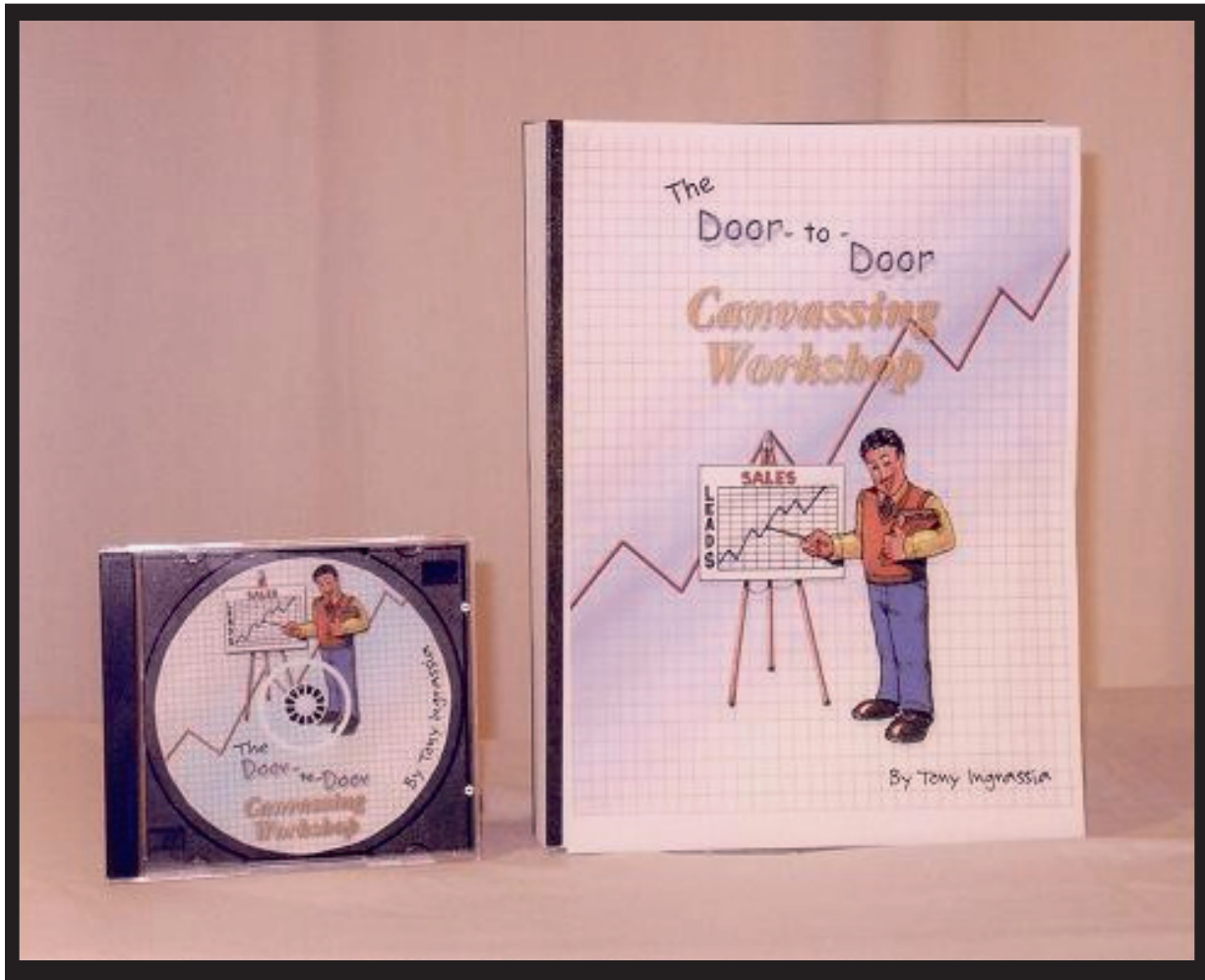
## What You'll Get At Your Doorstep

I have designed this **Door-to-Door Canvassing Workshop** to be delivered directly to your doorstep. In the past I have done consulting, sales seminars, and canvassing workshops around the country, but this package is designed to be delivered directly to your doorstep so:

- You can receive the material immediately – you don't have to wait for my seminar to come to your area.
- You don't have to interrupt your busy schedule to attend a full-day seminar.
- You will be able to review the material at your own pace, in complete privacy.
- You will be able to use the materials for reference/training repeatedly, as often as needed.
- I will be able to travel less and spend more time where I belong – at home with my family.

If you decide to order my program, you will receive two important resources.

1. **The complete Door-to-Door Canvassing Workshop manual (150 pages with over 16,000,000 bytes of power-packed canvassing information.)**
2. **A 2-hour DVD of me actually teaching you the Door-to-Door Canvassing Workshop**



With these two resources, you will have at your fingertips all the information you need to immediately start an effective door-to-door canvassing program in your company, which will empower you to begin generating **more leads for less money!**

# Investment

I have now introduced you to my program, **The Door-To-Door Canvassing Workshop**. If you could benefit from the information I've described, you might consider investing in my program. That raises the question of value. That is, what is the worth of you learning the following information, among other things?

- **How to generate more leads for less money**
- **The most effective and cost-productive way to generate leads**
- **The simple steps necessary for you to implement, almost immediately, door-to-door canvassing in your company**
- **The six canvassing basics**
- **And much, much more**

Obviously this information would be very valuable if it really could help you achieve these goals. An important aspect of success is being open to new ideas and strategies that would positively impact your enterprise, and I believe that's what my program offers. Many people pay literally thousands of dollars for an education that will better prepare them for a special occupation or skill. To my knowledge, there is no such educational opportunity that teaches how to set up and operate a canvassing program. My program, **The Door-To-Door Canvassing Workshop**, offers these very instructions. Because of these and other reasons, I believe this workshop is a tremendous value for anyone in business who has the need to generate **more leads for less money!**

**The Door-To-Door Canvassing Workshop  
can be yours today for only  
\$649.00**

Webster's Dictionary defines the word "invest" as follows:

*"To put money to use, by purchase or expenditure, in something offering potential profitable returns."*

That definition hits the nail on the head! If you were to consider my program, I encourage you to see it as an *investment*. That's exactly what a farmer does each spring when he buys his seed. He's *investing* in the seed because he knows the seed has the *potential for profitable returns*, and the wise farmer knows that if he wants a bigger harvest in the fall he needs to *invest* in extra seed in the spring. I'm probably prejudice, but I believe my program would prove to be a tremendous *investment* value for anyone in virtually any business.

Do you realize how easily this program could pay for itself?

- **If it helps you get just a few extra leads, it will pay for itself immediately!**
- **If it helps you make just one extra sale, it will pay for itself immediately!**

What if someone were to say to you, "Give me \$1.00 and I'll give you \$20.00 back!" That would be a great investment and I bet you'd take advantage of the opportunity. I believe my program can do just that! Every dollar you invest in my program has the potential of bringing multiple dollars back to you, as you learn and apply the very techniques and strategies that made me a multi-millionaire!

## Guarantee

I'm confident this workshop can help virtually any business that depends upon a steady flow of good quality leads. In fact, I'm so sure you will be delighted with **The Door-To-Door Canvassing Workshop**, that I'm willing to offer you a **100% Money-Back Guarantee!** If you invest in my material, implement it for at least 6 months, and decide the workshop has not at least paid for itself, you can send the workshop back to me for a full refund. The only thing I will ask is the opportunity to personally consult with you, on a complimentary basis, in attempt to help you with your business before you return the workshop. I'm convinced that anyone who studies and then implements my strategies will enjoy a tremendous return on his *investment*. I sincerely want my material to be a blessing to you and your company, and I believe it will be! Please see the enclosed referral letters from just a few of my many satisfied customers.

## Thank You

Thank you for reading this letter. If you would like more information, you're welcome to check out my website at [www.remodelingstrategies.com](http://www.remodelingstrategies.com), or feel free to give me a call at **636-493-9355**. I would love the opportunity to answer any questions. If you would like to order **The Door-To-Door Canvassing Workshop**, you can do so by:

- Going online at [www.remodelingstrategies.com](http://www.remodelingstrategies.com)
- Mailing a check or money order to:  
**Remodeling Strategies**  
**2 El Caballo Rd.**  
**St. Charles, Mo. 63304**
- Calling my office at 636-493-9355 and using your MasterCard, Visa, or American Express. This option will provide the fastest service for you!

Good selling...and good profits!

*Tony Ingrassia*



# **wi** WINCHESTER INDUSTRIES

P.O. Box 160, Rt. 286 • Saltsburg, PA 15681 • (724) 639-3551 Fax: (724) 639-8459

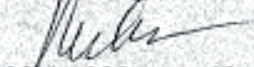
April 6, 2001

To whom it may concern,

On March 6, 2001 Tony Ingrassia was contracted by me to meet with several of our window and door dealers to discuss the possibility of setting up canvass operations in their respective locations. Having never dealt with Tony I was somewhat apprehensive since the good reputation of my company and myself is related to the information we bring to our dealers. It wasn't ten minutes into Tony's presentation I knew I made a great decision having him! His presentation was not only full of valuable information, his delivery was incredible! Since I make my living making presentations as well, I suspect other people will be equally impressed. Should you want to talk to me further about Tony Ingrassia please don't hesitate to call me at (724) 639 3551.

I would fully recommend Tony for seminars on any subject related to his prior business. My only complaint about Tony is that he fails to refer to himself as an expert. The fact is, he *is* an expert, and a nice guy too!

Good selling,



Michael Morocco, National Training Manager  
WINCHESTER INDUSTRIES INC.





**Windows • Siding • Trim**

501 Cen  
Virginia Beac  
Phone (757  
Fax (757)

Our Mission...

is to set th  
of Excellenc  
improving  
One HO

## Old Values In A New Place

When I was a young boy growing up in a small town where everyone knew everyone, there was a saying among the older people whose values seemed to reflect that of America, that a man's word was his bond. A time when a handshake was as good or better than a written contract. A time in which if you gave your word in friendship or business you stood behind your statement. I thought those days were a thing of the past, for in today's society, there seems to be a dog eat dog mentality, give as little and get as much as you can, even at the expense of others. A few months ago I began researching for a trainer/motivational speaker for my home improvement company, Paramount Builders. We have an annual "Spring Training" for one week, and we were looking for the perfect speaker/trainer for our program.

We have had 4 or 5 big names in the Sales training business inhere over the last 10 years, but we were looking for a "Nuts and Bolts trainer". Not a joke teller, but a guy who could make every person in the room better. Someone who could teach a time-tested sales system to new representatives, and also be able keep the attention of our veterans for 5 days. We needed an experienced person who would customize a program to fit our needs. I found the task to be a difficult one. I had read about "Remodeling Strategies" in the "Qualified Remodeler" magazine. I called Mr. Tony Ingrassia. During our conversation, we set up a customized week of training for our salespeople. Tony was fair on price, and I can truly say we got more than we bargained for. Tony invested a lot of personal time before he got here in researching our company and when he arrived was prepared and informed. Tony was flexible and was willing to work around our ever-changing schedule. He was also extremely adaptable in his sales approach. He did not try to mandate anything, but offered up fresh ideas. Our Salesreps loved it. They were glued to their seats all week long. I went over to see how things were going the first day, and ended up sitting in the entire week. The guys here still talk about things Tony taught them, and use some of his sales ideas every day. They strongly believe in the things they were taught by Tony Ingrassia. Customer Satisfaction is certainly a goal of this very fine Sales Trainer and Speaker. I would highly recommend him and his books to anyone looking to take their Remodeling business to the next level.

Sincerely,

A handwritten signature in black ink that reads "Edward Augustine". The signature is written in a cursive style with a long, sweeping underline that extends across the name.

Edward G. Augustine, President



August 18, 2000

To Whom It May Concern:

In March 2000, we purchased Tony Ingrassia's program, "A Remodeling Company In A Box". We liked it so much we brought Tony to Detroit in August 2000 for a week of consulting and sales training. We are already a \$16,000,000 company, but we are always looking for new ideas and strategies to improve our business model.

In the week he was here, Tony helped us develop a sales training program in order to more effectively prepare our salesmen for successful selling. He also did sales training for our current staff of 40 salesmen. We were very satisfied with his service and would highly recommend not only his program, "A Remodeling Company In A Box", but his consulting and sales training as well. We believe Tony's experience in the remodeling business can serve as a positive resource for anyone in the remodeling business and we will use his services again in the future.

Sincerely,

A handwritten signature in black ink, appearing to read "Steven Noble", is written over a large, stylized flourish.

Steven Noble  
Sales Manager  
Hansons Windows





# Top 10 Reasons You Should Invest In This Workshop!

10. \$649.00 is only \$1.78 per day for 1 year, and the continued growth and success of your company is worth the investment of \$1.78 per day!
9. You recognize the importance of continued growth and education! You know that if you always do what you've always done, you'll always get what you've always got. To grow and change, you need new ideas and strategies.
8. Because of the author's success! The strategies shared in this program are proven strategies of success that made the author a multi-millionaire in the remodeling business in less than 10 years!
7. Because of who has already invested in this program! Companies among the very largest in the industry are using it. If they can see the value of the program and benefit accordingly, so will you.
6. If you don't invest in this program, your competition probably will, and they'll be learning and implementing the very strategies that you should.
5. Because of its value! Other industry programs and consultants charge up to \$7,500.00 per day for their services...and even more. This program is the best value available, bar none!
4. Because of you! You deserve to work less and to make more money! You deserve to run your company instead of having it run you! You deserve to enjoy your job rather than merely endure it!
3. Because of your destiny! You were created to be a success! You don't have to just "get by;" instead, you can prosper! You don't have to just "hope" things work out; instead, you can become the architect of your own success!
2. Because of your family! They deserve you to be all you can be, and for you to make your company all it can be, so they can enjoy the things that matter most in life.

## **And The Number One Reason You Should Invest In This Workshop...**

1. **Because if you get just one good idea from this material that helps you make just one extra sale, the workshop will pay for itself!**

**You simply have nothing to lose!**